

Abdullah Nazeer Kashoom
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Brief Overview:

I Started My Career in Marketing and Sales In 2010, Gaining Diverse Experience in Exhibition Sales, Field Marketing, And Sales Activation. In 2016, I Decided to Specialize in E-Commerce and Digital Marketing, Helping Many Companies Transition from Traditional to Modern Business Practices. I Have Launched Projects That Achieved Significant Growth in A Short Period, I Am Passionate About Learning and Exploring New Fields, Always Aiming to Help Businesses Grow and Achieve New Goals...

Professional Experience:

Company: Atiq Shy for Wholesale and Retail | Riyadh | Saudi Arabia

Position: E-Commerce & Marketing Specialist | November 2023 – Present

Responsibilities:

- Managing E-Commerce Stores, Delivery Apps, And Various Sales Platforms Such As: Amazon | Noon | Sary | Monh.
- Enhancing Digital Presence and Developing the Brand Identity.
- Completing The Integration with Payment and Shipping Partners and Coordinating the Store Interface Images and Product Descriptions.
- Launching Promotional and Advertising Campaigns Across Search Engines and Social Media Platforms and Planning Promotional Offers.
- Opening New Sales Channels That Align with The Business's Product Offerings to Reach a Broader Customer Base and Achieve Greater Sales Success.

Company: Nasser Al Rajhi Industrial Group | Riyadh | Saudi Arabia

Position: E-Commerce & Digital Marketing Specialist | Al Zahra Paper Products Factory & Delta Plastic Industries | April 2018 - September 2023

Responsibilities:

- Managing And Creating Content to Promote Brands and Highlight Key Selling Points.
- Supervising The Design and Photography of Products to Align with The Brand Identity, Showcasing Them on Social Media Platforms and E-Commerce Stores.
- Launching Promotional and Advertising Campaigns and Organizing Content for Digital Ads, Social Media, And Search Engine Marketing.
- Monitoring Marketing Channels and Identifying Their Role in Attracting Customers to The Factory, As Well As Building Relationships with Major E-Commerce Agencies, Accounts, And Specialized Websites for Selling and Promoting Products.
- Tracking The Marketing and Advertising Plan, Determining the Best Ways to Distribute It, And Creating Promotional Campaigns, Organizing Content for Digital Media, Social Media, And Search Engine Marketing.
- Preparing Reports, Analyzing Consumer Reactions to Ads, Measuring Engagement, Tracking User Behavior on The Website, And Comparing Campaign Costs with Generated Revenues.

Company: Ibrahim Mohammed Hamed Al Romaih for Information Technology | Riyadh | Saudi Arabia

Position: E-Commerce Marketer | Al Romaih Computer Center | November 2016 - April 2018

Responsibilities:

- Developing A Plan for Creating Content to Promote the Brand to Customers and Monitoring the Execution.
- Preparing And Launching Promotional and Advertising Campaigns, Organizing Content for Digital Ads, Social Media, And Search Engine Marketing.
- Finding Communication Solutions with Customers Through Email Newsletters and Social Media Platforms to Measure Their Satisfaction and Keep Them Updated with New Information.
- Integrating With Digital Platforms, Accounts, And Specialized Websites That Align with The Client's Business for Advertising and Distributing News and Promotional Content.
- Measuring The Performance of Ads, Analyzing Consumer Behavior, And Assessing Engagement with The Content, In Addition to Determining the Appropriate Budget for The Campaign's Objectives.
- Monitoring The Marketing and Sales Plan, Establishing A Publishing Schedule, And Overseeing the Design and Photography of Products to Align with The Brand Identity.

Position: Showroom Manager | Company: Al Romaih Computer Center | Period: From July 2011 to November 2016

Responsibilities:

- Managing The Hardware Maintenance Department and Providing Technical Support to Customers, Troubleshooting Issues, And Coordinating with Service Agencies to Follow Up on Warranties and Repairs.
- Promoting The Company Through Excellent Service, Building Customer Trust, And Increasing Sales by Opening New Distribution Channels.
- Assisting Customers in Finding the Best and Most Up-To-Date Solutions and Devices and Offering Maintenance and Repair Services for Hardware and Software.
- Handling Daily Operations, Such as Arranging the Showroom, Reviewing Product Placement and Presentation to Welcome Customers, And Ensuring Excellent Customer Service While Working Towards Achieving Showroom Sales Goals.

Company: United Commercial Agencies | Manama | Bahrain

Position: Sales Activator | Shams Al Ittihad Company | July 2009 - June 2010

Responsibilities:

- Monitoring Sales in Assigned Markets / Panda | Al Danube / And Improving Product Presentation.
- Persuading Shoppers to Purchase and Explaining the Product's Features and Benefits.

Company: Rukn Al Majarrah | Riyadh | Saudi Arabia

Position: Showroom Manager | G Mask Agency | July 2008 - June 2009

Responsibilities:

- Managing The Sales Team Within the Showroom and Training Employees to Provide the Best Service to Customers.
- Developing A Monthly Plan to Achieve Sales Targets and Identifying the Best Opportunities to Increase Sales and Improve Product Presentation.
- Proposing And Sharing Ideas with The Direct Manager to Develop and Improve Strategies, Tools, And Methods for Product Design and Implementation.

Professional Achievements:

- 2018: Founded And Launched "Tissue Store," The First Specialized Store for Paper Tissues.
- 2019: Developed And Launched the Website and Online Store For Al Zahra Paper Products Factory.
- 2019: Created And Launched The "Sanaa Banatna Sweets" App, Specializing in Handmade Sweets.
- 2022: Established And Launched "Party and Chocola" Store for Selling Sweets and Event Products.
- 2023: Developed And Launched Atiq Shy for Luxury Electronic Products.

Training Courses:

- Digital Marketing Diploma: 65 Study Units | eMarketing Academy, Egypt
- Digital Marketing Essentials in Entrepreneurship and Business: Niuversity, Germany, Accredited by Google Skills
- Digital Analytics, Seo, And Digital Presence: 23 Study Units | Edraak Platform
- Advertising Design: 65 Hours, In-Person | International Institute of Jeddah
- Architectural Design: 72 Hours, In-Person | Al Hadara Training Institute

Career Objective:

I Hope to Success in My Work, Aiming to Have a Great Experience and Leave a Lasting Impact Through Valuable Experience and A Positive Reputation in E-Commerce and Digital Marketing. I Am Focused on Building and Managing Work Systems to Achieve Set Targets. I Do Not Settle for Just Doing the Job; Instead, I Strive to Seek Opportunities for Training and Learning in Order to Innovate and Succeed, Ultimately Reaching the Highest Positions in My Field.

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